

NEW CLAIM

I claim:

- 1 (cancelled)
- 2 (cancelled)
- 3 (cancelled)
- 4 (cancelled)
- 5 (cancelled)
- 6 (cancelled)

7 (new) a method for using a computer to enable an advertiser to pay targeted recipients for their attention to a message, comprising:

- (a) an advertiser process for entering into the computer an offer that said recipients will be owed an amount of money if they pay attention to a specified ad message, and if they satisfy a set of at least one target audience characteristics,
- (b) said characteristics stated as a set of offer conditions by said advertiser,
- (c) said amount of money being a specified expected value (EV),
- (d) presenting an interface to the public for enabling anyone to access and accept said offer;
- (e) a recipient process for registering acceptance of said offer by a user called a recipient, said acceptance entailing:
 - e1. registering the recipient's identity and,
 - e2. registering that the recipient has entered a request to be exposed to said specified message,
- (f) said EV being paid via an EV payment bet including a Payoff,
- (g) after registering said acceptance, executing said EV payment bet for said recipient with the probability of said recipient winning set at EV/Payoff,

(h) if, and only if, said recipient wins said bet, passing the winning result to an inspection process for determining whether said recipient satisfies said offer conditions,

(i) based only upon a positive determination by said inspection process, notifying a payment process for providing the Payoff to said recipient,

whereby an advertiser pays a specified amount of money only to qualified, targeted recipients in exchange for their attention to a specified message.